

**REMARKS**

Claims 1-2, 4-11, 31-50, 71-74 and 79-90 remain in the application. Claims 1, 32, 40 and 45 have been amended. Claims 3, 12-30, 51-68, 70 and 71-78 have been cancelled.

**Claims**

Claim 1 was amended to change the limitation “~~in response to a user selection of one of the listings~~, displaying the selected listing as a sponsoree listing and a designated active and browseable sponsor web page of a sponsor on the same page as the sponsoree listing ...” to the proper method claim format of “displaying the selected listing as a sponsoree listing and a designated active and browseable sponsor web page of a sponsor on the same page as the sponsoree listing in response to a user selection of one of the listings in response to a user selection of one of the listings ...”

Claims 32 was amended to change the limitation “in response to a user selection of the listing, transmitting listee information, sponsor information, and framing information to the user for use in generating a display” to the proper method format of “transmitting listee information, sponsor information, and framing information to the user for use in generating a display, in response to a user selection of the listing.”

Claims 40 and 45 were amended to add a semi-colon after “further comprising” and correct the format error.

New claims 79 – 90 were added which are similar to claims 1-2, 4-11, 31-50 and 71-74.


In view of the Examiner’s restriction requirement, the applicant elects to prosecute claims in Group I (claims 1, 2, 4-11, 31-50, 71-74) and retains the right to file claims 51-70 and 75-78 in one or more divisional applications.

In view of the above amendments and remarks, Applicant respectfully requests the timely allowance of the pending claims.

Respectfully submitted,

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Dated: February 27, 2006

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